Amendments to and Listing of the Claims:

Please cancel claims 4-5, 34, 39-40, 43-44, 46, 49-50 and 52, amend claims 1, 6, 13, 16-17, 20, 28, 42, 45 and 47 and add new claims 53-64 as follows:

1. (currently amended)   A method of transmitting television programming and advertising from a head end to subscribers at a plurality of subscriber nodes, said method comprising the steps of:

(a) creating a plurality of subscriber groups, members of said subscriber groups being based on at least one characteristic of said subscribers relevant to advertising;

(b) receiving at least one programming channel of television programming;

(c) forming from said at least one programming channel a plurality of presentation channels of television programming, the plurality of presentation channels having programming identical to said at least one programming channel, each presentation channel corresponding to one of the subscriber groups;

(d) storing a plurality of advertisements for insertion into advertising avails in said presentation channels;

(e) storing for each presentation channel a queue comprising an ordered list of advertisement resource locators (ARLs), said ARLs comprising a pointer to a location of a corresponding advertisement;

(f) determining advertising avails in each of said presentation channels;

(g) for each presentation channel, determining from said queue corresponding to said presentation channel an advertisement to be inserted in the advertising avails in said presentation channel;

(h) inserting said advertisement determined in step (g) into said corresponding avail; ~~and~~

(i) transmitting each of said presentation channels to at least those subscriber nodes in said subscriber group corresponding to said presentation channel; and[[.]]

(j) assigning each subscriber to one or more of the subscriber groups, wherein the assigning includes creating an advertising group map disclosing an advertising group to which each subscriber belongs and transmitting said advertising group map to said subscriber nodes.

2. (original)   The method of claim 1 wherein each subscriber group comprises a set of subscribers that is mutually exclusive of each other subscriber group.

3-5. (canceled)

6. (currently amended)   The method of claim ~~5~~ 1 wherein step (j) includes creating a presentation channel map disclosing to which advertising group each presentation channel corresponds and transmitting said presentation channel map to said subscriber nodes, wherein, responsive to receipt of said advertising group map, said subscriber nodes determine to which advertising group they belong, and, responsive to receipt of said presentation channel map, said subscriber nodes create an individual channel map dictating which of said plurality of presentation channels corresponding to said at least one programming channel said subscriber node is to select when a user of said subscriber node selects one of said programming channels to view.

7. (previously presented)   The method of claim 6 wherein step (i) includes transmitting all of said presentation channels to all of said subscriber nodes.

8. (previously presented)   The method of claim 7 wherein, responsive to a user making a channel selection corresponding to one of said programming channels, said subscriber nodes select one of said presentation channels corresponding to said programming channel selected by said user in accordance with said individual channel maps.

9. (previously presented)   The method of claim 1 wherein said at least one programming channel includes indicators that identify the start of an avail in said at least one programming channel and wherein step (f) includes detecting said indicators.

10. (original) The method of claim 1 wherein said advertisements are stored in digital form.

11. (original) The method of claim 10 wherein said advertisements are stored in MPEG form.

12. (original) The method of claim 10 wherein said at least one programming channel and said presentation channels are in digital format.

13. (currently amended)   An apparatus for transmitting television programming and advertising from a head end of a communications system to subscribers at a plurality of subscriber nodes, the apparatus comprising:

a receiver for receiving a plurality of programming channels of television programming;

a plurality of splitters, each splitter coupled to receive one of said programming channels and split said programming channel into a plurality of presentation channels;

a first memory storing a plurality of advertisements for insertion into advertising avails in said presentation channels;

a second memory storing, for each presentation channel, a queue comprising an ordered list of advertisement resource locators (ARLs), said ARLs comprising a pointer to a location of an advertisement;

a circuit for determining advertising avails in each of said presentation channels;

an advertisement management circuit coupled to said second memory and adapted to consult said queues to determine which advertisements are to be inserted in which avails in said presentation channels, wherein said advertising management circuit is configured to generate an advertising group map disclosing an advertising group to which each subscriber belongs;

an advertisement insertion circuit coupled to said presentation channels and adapted to insert said advertisements into said avails in accordance with the ordered lists as dictated by said queues; and

a transmitter adapted to transmit each of said plurality of presentation channels to at least those subscriber nodes in said at least one of a plurality of subscriber groupgroups, the at least one group corresponding to said presentation channel, wherein the advertisement management circuit causes said transmitter to transmit said advertising group map to said subscriber nodes.

14. (original) The apparatus of claim 13 wherein said advertisement insertion circuit and said advertisement management circuit comprise digital circuits.

15. (original) The apparatus of claim 14 wherein said advertisement insertion circuit and said advertisement management circuit comprise digital processors.

16. (currently amended)   The apparatus of claim ~~15~~ 13 wherein each presentation channel is assigned to one of ~~a~~ the plurality of subscriber groups, members of said subscriber groups being based on at least one characteristic of said subscribers relevant to advertising.

17. (currently amended) The apparatus of claim 16 wherein each of the plurality of subscriber ~~group~~ groups comprises a set of subscribers that is mutually exclusive of each other subscriber group.

18-19. (canceled)

20. (currently amended)   The apparatus of claim ~~52~~ 13 wherein said subscriber nodes comprise:

a receiver for receiving at least some of said presentation channels and said advertising group map;

a circuit for determining, based on said received advertising group map, to which advertising group the subscriber node belongs.

21. (canceled)

22. (previously presented)   The apparatus of claim 20 wherein said advertising management circuit generates a presentation channel map disclosing to which advertising group each presentation channel corresponds, and causes said transmitter to transmit said presentation channel map to said subscriber nodes.

23. (previously presented)   The apparatus of claim 22 wherein said subscriber nodes further comprise:

a circuit for generating, responsive to receipt of said presentation channel map, an individual channel map dictating which of said plurality of presentation channels corresponding to said at least one programming channel said subscriber node is to select when a user of said subscriber node selects one of said programming channels to view.

24. (original)   The apparatus of claim 23 wherein said transmitter transmits all of said presentation channels to all of said subscriber nodes.

25. (previously presented)   The apparatus of claim 24 wherein said subscriber nodes further comprise:

a circuit for selecting, responsive to a user making a channel selection corresponding to one of said programming channels, one of said presentation channels corresponding to said programming channel selected by said user in accordance with said individual channel map.

26. (previously presented)   The apparatus of claim 13 wherein said at least one programming channel includes indicators that identify the start of an avail in said at least one programming channel and wherein said advertisement insertion circuit detects said indicators.

27. (original)   The apparatus of claim 13 wherein said advertisement insertion circuit comprises a video switch.

28. (currently amended)   A method of receiving at a subscriber node at least one channel of television programming and advertising from a head end of a television service delivery system, said method comprising the steps of:

(a) assigning said subscriber node to an advertising group;

(b) simultaneously transmitting a plurality of presentation channels via said television service delivery system to said subscriber node, the presentation channels corresponding to a programming channel, said programming channel comprising television programming and advertising avails, wherein said plurality of presentation channels contain identical programming and different advertising within said advertising avails;

(c) storing, at said subscriber node, data indicating one of the presentation channels that corresponds to said advertising group; and

(d) based on said assigning, enabling said subscriber node to select, receive and cause to be displayed on a monitoring device said one of the presentation channels:[[.]]

(e) receiving a presentation channel map disclosing for each presentation channel how said subscriber node can select that presentation channel for reception and display on the monitoring device; and

(f) creating an individual channel map for said subscriber node indicating which presentation channel to select in step (d).

29-31. (canceled)

32. (previously presented)   The method of claim 28 wherein said data is received via said television service delivery system.

33. (previously presented)   The method of claim 32 wherein said data is received in a dedicated channel of said television service delivery system.

34-35. (canceled)

36. (previously presented)   The method of claim 28 wherein step (c) includes storing data indicating a frequency of said one of the presentation channels and step (d) includes tuning to a particular frequency corresponding to said selected one of the presentation channels.

37. (canceled)

38. (previously presented)   The method of claim 28 wherein step (a) includes receiving a map via said television service delivery system mapping a plurality of subscribers to advertising groups and determining from said map to which advertising group said subscriber node belongs.

39-40. (canceled)

41. (previously presented)   The method of claim 28 wherein the television service delivery system includes a plurality of programming channels, each programming channel having a plurality of corresponding presentation channels for selection, reception and display by said subscriber node.

42. (currently amended)   An apparatus for receiving at a subscriber node a plurality of presentation channels of television programming and advertising from a head end of a television service delivery system, each presentation channel corresponding to an individual one of a plurality of programming channels, wherein each of the ~~plurality of~~ presentation channels that corresponds ~~corresponding~~ to the same one of said programming channels comprises the same programming content as the ~~one of said~~ programming ~~channels~~channel to which it corresponds, but different advertising content, said apparatus comprising:

        a memory at said subscriber node;

an individual advertising group map stored in said memory indicating, for each of said programming channels, one of said corresponding presentation channels, wherein each of said programming channels comprises television programming and advertising avails, and wherein each of the presentation channels that correspond to the same one of said programming channels contains identical programming as the programming channel to which it corresponds and different advertising within said advertising avails;

a circuit for receiving data via said television service delivery system from which said individual advertising group map can be created, wherein said data received by said circuit for receiving comprises a system wide advertising group map mapping said subscriber node to an advertising group and a presentation channel map disclosing for each presentation channel how said subscriber node can select one of said presentation channels;

a circuit for generating said individual advertising group map from said received data, wherein said circuit for generating comprises circuitry for correlating said system wide advertising group map and said presentation channel map with said individual advertising group map to create said individual advertising group map;

a circuit for enabling said subscriber node to select the one of said presentation channels dictated by said individual advertising group map responsive to an instruction selecting a programming channel for viewing; and

a circuit for causing said selected presentation channel to be displayed on a monitoring device.

43-44. (canceled)

45. (currently amended)   The apparatus of claim 44 42 wherein said circuit for receiving comprises circuitry for receiving said data in a dedicated channel of said television service delivery system.

46. (canceled)

47. (currently amended)   The apparatus of claim 46 42 wherein said television service delivery system transmits said plurality of said presentation channels to said subscriber node simultaneously and wherein said circuit for selecting selects the one of said presentation channels based on said individual advertising group map.

48. (original) The apparatus of claim 47 wherein said individual advertising group map indicates a frequency of said presentation channels and said circuit for causing said selected presentation channel to be displayed tunes to said frequency of said selected presentation channel as indicated by said individual advertising group map.

49-52. (canceled)

53. (new)   A method of receiving at a subscriber node at least one channel of television programming and advertising from a head end of a television service delivery system, said method comprising the steps of:

(a) assigning said subscriber node to an advertising group and receiving a map via said television service delivery system mapping a plurality of subscribers to advertising

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groups and determining from said map to which advertising group said subscriber node belongs;

(b) simultaneously transmitting a plurality of presentation channels via said television service delivery system to said subscriber node, the presentation channels corresponding to a programming channel, said programming channel comprising television programming and advertising avails, wherein said plurality of presentation channels contain identical programming and different advertising within said advertising avails;

(c) storing, at said subscriber node, data indicating one of the presentation channels that corresponds to said advertising group; and

(d) based on said assigning, enabling said subscriber node to select, receive and cause to be displayed on a monitoring device said one of the presentation channels.

54. (new)   The method of claim 53 wherein said data is received via said television service delivery system.

55. (new)   The method of claim 53 wherein said data is received in a dedicated channel of said television service delivery system.

56. (new)   The method of claim 53 further comprising:

(e) receiving a presentation channel map disclosing for each presentation channel how said subscriber node can select that presentation channel for reception and display on the monitoring device; and

(f) creating an individual channel map for said subscriber node indicating which presentation channel to select in step (d).

57. (new) The method of claim 53 wherein step (c) includes storing data indicating a frequency of said one of the presentation channels and step (d) includes tuning to a particular frequency corresponding to said selected one of the presentation channels.

58. (new) The method of claim 53 wherein the television service delivery system includes a plurality of programming channels, each programming channel having a plurality of corresponding presentation channels for selection, reception and display by said subscriber node.

59. (new) A method of receiving at a subscriber node at least one channel of television programming and advertising from a head end of a television service delivery system, said method comprising the steps of:

(a) assigning said subscriber node to an advertising group;

(b) simultaneously transmitting a plurality of presentation channels via said television service delivery system to said subscriber node, the presentation channels corresponding to a programming channel, said programming channel comprising television programming and advertising avails, wherein said plurality of presentation channels contain identical programming and different advertising within said advertising avails;

(c) storing, at said subscriber node, data indicating one of the presentation channels that corresponds to said advertising group; and

(d) based on said assigning, enabling said subscriber node to select, receive and cause to be displayed on a monitoring device said one of the presentation channels, wherein the television service delivery system includes a plurality of programming channels, each programming channel having a plurality of corresponding presentation channels for selection, reception and display by said subscriber node.

60. (new)   The method of claim 59 wherein said data is received via said television service delivery system.

61. (new)   The method of claim 59 wherein said data is received in a dedicated channel of said television service delivery system.

62. (new)   The method of claim 59 further comprising:

(e) receiving a presentation channel map disclosing for each presentation channel how said subscriber node can select that presentation channel for reception and display on the monitoring device; and

(f) creating an individual channel map for said subscriber node indicating which presentation channel to select in step (d).

63. (new)   The method of claim 59 wherein step (c) includes storing data indicating a frequency of said one of the presentation channels and step (d) includes tuning to a particular frequency corresponding to said selected one of the presentation channels.

64. (new)   The method of claim 59 wherein step (a) includes receiving a map via said television service delivery system mapping a plurality of subscribers to advertising groups and determining from said map to which advertising group said subscriber node belongs.